

NAKURU CITY MODELLING ASSOCIATION

Models Policy, Professional Standards & Trading Code

1. Introduction

The Nakuru City Modelling Association (NCMA) is established to promote professionalism, protect the rights of models, and elevate the standards of the modelling industry within Nakuru City and beyond.

The association provides a structured platform for models, event organizers, fashion designers, photographers, and corporate partners to engage within a professional and ethical framework.

Through these policies, the association aims to ensure that modelling activities are conducted with integrity, fairness, and respect for all participants.

2. Objectives of the Policy

This policy seeks to:

- Promote **professional modelling standards**
- Protect models from **exploitation and unsafe working environments**
- Provide **ethical guidelines for clients and organizers**
- Establish **fair trading standards in the modelling industry**
- Promote **professional representation and industry growth**
- Protect the **image and reputation of models**

3. Membership Standards for Models

To be registered with the association, models must:

- Be at least **16 years old** (minors require guardian consent)
- Provide **accurate personal information**
- Maintain professional conduct at all events
- Attend required **training and orientation sessions**
- Comply with association policies and ethical standards

Models shall commit to representing themselves and the association with **dignity, discipline, and professionalism.**

4. Professional Conduct of Models

All registered models are expected to:

- Arrive **on time** for castings, rehearsals, and events
- Maintain **professional appearance and hygiene**
- Follow instructions from show directors and event coordinators
- Avoid behavior that may damage the **reputation of the industry**
- Treat fellow models, organizers, and staff with respect

Models must not engage in:

- Substance abuse during events
- Harassment or misconduct
- Misrepresentation of brands or clients
- Unapproved commercial endorsements

5. Model Safety and Protection

The association is committed to protecting models by ensuring:

- Safe working environments
- Clear communication of job expectations
- Protection against harassment and exploitation
- Respect for personal boundaries

Models have the right to **decline assignments that compromise their safety, dignity, or personal values.**

6. Trading Standards for Clients and Organizers

Any event organizer, agency, or corporate working with the association must:

- Provide **clear written agreements**
- Respect agreed **working hours and conditions**
- Pay agreed **model fees within the stipulated timeframe**
- Provide safe changing and preparation areas
- Ensure professional conduct from all staff and participants

Unethical conduct towards models may result in **blacklisting from the association network.**

7. Representation and Booking

Models registered with the association may:

- Be represented through the association directory
- Receive opportunities through casting calls and bookings
- Be promoted through association platforms

Clients are encouraged to book models through the **official association channels** to ensure compliance with industry standards.

8. Brand Representation and Image Rights

Models must respect brand agreements and intellectual property.

Models shall not:

- Misuse brand logos
- Represent competing brands without permission
- Use event images commercially without consent where restricted

9. Reporting Misconduct

The association provides a reporting mechanism for:

- Harassment
- Exploitation
- Non-payment
- Breach of professional conduct

Complaints may be submitted through the association's **Ethics and Compliance Committee** for review and resolution.

10. Disciplinary Measures

Failure to comply with these policies may lead to:

- Written warnings
- Temporary suspension
- Removal from the association
- Blacklisting of clients or organizers

All disciplinary actions will follow **fair review procedures**.

11. Commitment to Industry Growth

The association will support models through:

- Training programs
- Professional development
- Industry networking opportunities
- Advocacy for better working conditions

12. Minimum Model Payment Guidelines

To promote fairness and protect models from exploitation, the Nakuru City Modelling Association establishes the following recommended payment guidelines.

While fees may vary depending on the nature of the assignment, event scale, and client budget, the following standards shall guide engagements:

Standard Modelling Engagements

- Fashion Shows – recommended minimum fee per model
- Corporate Events / Brand Activations
- Promotional and Exhibition Models
- Product Photography or Commercial Shoots
- Runway and Designer Shows

The association will periodically publish **recommended fee ranges** to guide clients and models.

Clients working through the association are encouraged to respect these guidelines to ensure sustainability of the modelling profession.

Models shall not be compelled to work **without fair compensation unless it is clearly defined as a voluntary or portfolio-building opportunity**.

13. Model Contracts and Booking Standards

To ensure transparency and professionalism, all modelling engagements should be supported by **clear written agreements**.

The agreement should specify:

- Nature of the assignment
- Date, location, and duration of work
- Payment terms and agreed fees
- Dress code and performance expectations
- Usage rights for photos and videos
- Cancellation terms

Where possible, bookings facilitated through the association may use **standard model booking agreements** developed by the association.

This protects both the **model and the client** from misunderstandings.

14. Photography and Image Usage Rights

Models maintain rights to their **personal image and likeness**.

Photographers, designers, and event organizers must respect the following principles:

- Images may only be used for the **agreed purpose**
- Commercial use of images requires **explicit consent**
- Images must not be altered in ways that damage the model's reputation
- Models must be credited appropriately where applicable

Unauthorized commercial use of a model's image may be considered a **violation of association standards**.

15. Portfolio and Professional Development

The association encourages models to maintain professional portfolios including:

- Headshots
- Full body photos
- Professional runway or editorial images
- Model profile information

The association may support members through:

- Portfolio development sessions
- Training workshops
- Industry exposure opportunities

16. Accreditation for Events and Organizers

To promote professionalism in the industry, the association may offer **event accreditation** for organizers who adhere to modelling standards.

Accredited events demonstrate that they:

- Respect model welfare
- Follow professional booking standards
- Provide safe and respectful working environments
- Promote ethical industry practices

Accredited events may use the **Association Accreditation Mark** as a symbol of compliance with industry standards.

17. Policy Review

This policy will be reviewed periodically to reflect:

- Changes in the modelling industry
- Emerging professional standards
- Feedback from members and stakeholders

18. Model Commitment Declaration

All registered members of the Nakuru City Modelling Association shall acknowledge and commit to upholding these professional standards.

By joining the association, members agree to conduct themselves with **integrity, professionalism, and respect for the modelling profession.**

19. Model Protection and Anti-Exploitation Policy

The Nakuru City Modelling Association is committed to protecting models from exploitation, harassment, and unfair treatment.

All members, clients, and partners must respect the dignity and safety of models at all times.

The association strictly prohibits:

- Sexual harassment or inappropriate conduct
- Pressure to participate in assignments outside the agreed scope of work
- Withholding payment after completion of assignments
- Exploitation of young or inexperienced models
- Unsafe working environments

Models have the right to **decline assignments that violate their personal values, safety, or professional boundaries.**

Any reported cases of exploitation will be investigated by the association and may result in **disciplinary action or blacklisting of individuals or organizations.**

20. Code of Conduct for Fashion Shows and Pageants

To promote professionalism within the modelling industry, fashion shows, pageants, and promotional events working with association members must follow these standards.

Event organizers should:

- Provide clear rehearsal schedules and event timelines
- Ensure proper backstage facilities for models
- Maintain respectful and professional communication with models
- Provide safe changing areas and privacy where required
- Ensure that event environments remain professional and secure

Models participating in shows and pageants must:

- Respect event management and follow show instructions
- Maintain professional behavior throughout rehearsals and events
- Represent brands and designers with professionalism

The association may withdraw support from events that **fail to meet these professional standards.**

21. Social Media and Personal Branding Guidelines

In the modern modelling industry, social media plays a critical role in personal branding and professional reputation.

Members of the association are encouraged to maintain responsible digital conduct.

Models should:

- Present themselves professionally on social media platforms
- Avoid posting content that damages their professional reputation
- Respect brand partnerships and confidentiality agreements
- Avoid misrepresenting affiliations with brands or companies

Social media platforms should be used to **promote positive personal branding, creativity, and professional opportunities.**

22. Diversity, Inclusion, and Respect

The Nakuru City Modelling Association supports diversity and inclusion in the modelling industry.

Opportunities should be accessible to models regardless of:

- Ethnicity
- Religion
- Body type
- Cultural background
- Gender

The association promotes a modelling environment that values **talent, professionalism, and respect for individual identity.**

23. Training and Capacity Development

The association will support the professional development of its members through:

- Modelling workshops and training programs
- Grooming and etiquette training
- Runway and posing coaching
- Personal branding and communication skills
- Industry networking opportunities

Training helps models develop **confidence, discipline, and professional industry readiness.**

24. Partnerships with Industry Stakeholders

The association may collaborate with:

- Fashion designers
- Event organizers
- Corporate brands
- Photographers and creative agencies
- Educational institutions

These partnerships will support the growth of the modelling industry while maintaining **professional standards and ethical practices**.

25. Amendment of Policies

The association reserves the right to amend these policies when necessary to reflect industry developments and emerging professional standards.

Members will be notified of any policy updates.

26. Model Welfare and Support Fund

The Nakuru City Modelling Association may establish a **Model Welfare and Support Fund** to assist members in times of need.

The fund may support members in situations such as:

- Medical emergencies
- Personal hardship affecting professional work
- Training and development support
- Industry-related welfare needs

The welfare fund may be supported through:

- Membership contributions
- Corporate sponsorship
- Event partnerships
- Donations and fundraising activities

The fund will be administered transparently under the oversight of the association leadership.

27. Model Certification and Professional Ranking

To encourage professionalism and industry credibility, the association may implement a **Model Certification and Ranking System**.

This system may classify members based on:

- Professional training
- Experience and participation in events
- Professional conduct and reliability
- Industry reputation

Possible categories may include:

- **Certified Professional Model**
- **Runway Model**
- **Commercial / Corporate Brand Model**
- **Promotional Model**
- **Emerging Model**

This certification system will help **corporates, event organizers, and designers identify trained and reliable models** through the association.

28. Accredited Event and Organizer Seal

The Nakuru City Modelling Association may offer **Official Accreditation** to events and organizers who comply with the association's professional standards.

Accredited events may receive:

- Permission to display the **Association Accreditation Seal**
- Recognition as events that follow ethical modelling standards
- Access to the association's network of professional models
- Promotional support from the association

Accreditation helps assure models and partners that the event maintains **safe, fair, and professional working conditions**.

29. Official Model Directory

The association will maintain an **official model directory** showcasing registered members.

The directory may include:

- Model profiles
- Professional photos
- Model categories and specialization
- Contact or booking information through the association

This directory will serve as the **primary platform for clients seeking professional models in Nakuru and surrounding regions.**

30. Industry Advocacy and Representation

The association will act as an advocate for models by:

- Promoting fair treatment of models
- Engaging with event organizers and industry stakeholders
- Encouraging ethical practices within the modelling and fashion industry
- Representing the interests of models in professional forums

31. Policy Compliance

All registered members of the association agree to comply with the policies outlined in this document.

Failure to adhere to the standards may result in disciplinary measures including:

- Warnings
- Suspension of membership
- Removal from the association directory

Conclusion

- The Nakuru City Modelling Association is committed to building a **professional, safe, and respected modelling industry** that creates opportunities for models while protecting their rights and dignity.
- Through these policies, the association seeks to elevate modelling into a **recognized professional career built on discipline, creativity, and ethical practice.**

32. Policy Adoption

This policy shall serve as the official **professional and trading standards framework** for the Nakuru City Modelling Association.

All registered members and partners are required to comply with its provisions.

Approved by:
Nakuru City Modelling Association
Founding Committee

